

Experienced in end-to-end digital product creation and Developer Experience (DX), with full-stack expertise. I emphasize the development of exceptional web, mobile, and desktop product experiences

Work Experience

Senior Product Designer

APIMatic.io

2020 - Present

- Led UX/UI design as a DX Designer for the Developer Experience Portal, serving global developers and enterprise clients including **Verizon, Foxit, Maxio, FortisPay, GreenByte, PostNL, & PayQuicker**, spanning across 178+ countries.
- Collaborated with product team on its experience, wireframes, and high-fidelity mockups for Analytics Dashboard, API Editor, DX Portal, SDK Widget, Code Validator, and Guided Walkthroughs.

Senior Product Designer

Atlas Dex • Part Time

2021 - 2022

- Led the complete design of a cross-chain router product, linking major blockchains including **Solana**. This involved crafting the user experience and interface, along with setting up a cohesive design system.
- Produced app features like **Swap, Staking, Pools, Farms and Bridge**.

Senior UX Designer

Synergy-IT

2017 - 2020

- Led the end-to-end UX/UI design for **SpeekIO** recruiting product.
- Implemented and created a design system for mobile app product **CubiVue**.
- Produced HTML+CSS for enterprise web portals in agile environment.
- Worked closely with developers to implement designs as SaaS web apps.

- **Apps Design Specialist**

⋮ EarthFactor Pvt. Ltd

⋮ 2015 - 2017

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- Led the UX/UI for the mobile apps (Android, iOS) & web apps (HTML+CSS).
- Contributed within the marketing team to develop and deliver mobile and web app services tailored for diverse global telecom operators including **Ufone, Jazz, Korek Telecom, Asiacell & du**.

- **Assistant Manager (UI/UX)**

EarthFactor Pvt. Ltd

2014 - 2015

- Produced UI for the mobile apps (Android, iOS) & web.
- Worked on multiple app products and produced concept design documents, wireframes & mockup in an agile environment.

Education

MSc. Project Management

UET Taxila

BS in Computer Science

Iqra University ISB

Skills & Tools

Product design Design systems Figma Adobe XD Illustrator

HTML CSS Bootstrap WordPress Microsoft Clarity Autopilot

Mixpanel Agile/Scrum HubSpot Research Github

Certifications

UX certifications from The Interaction Design Foundation (IDF)

- Design Thinking: The Beginner's Guide
- Information Visualization: Getting Dashboards Right
- Human-Computer Interaction - HCI
- Dynamic User Experience: Design and Usability
- UI Design Patterns for Successful Software
- How to Design for Augmented and Virtual Reality
- Mobile UX Design
- The Ultimate Guide to Visual Perception and Design